

Artbox Solutions

2024 – 2025 | B2B + D2C | India

Google Ads

Meta Ads

India

Full-funnel B2B lead generation and D2C sales campaigns for India's leading corporate gifting brand — rebuilt to deliver maximum efficiency across Google Search, PMax, Shopping and Meta.

₹95

Google CPL

Was ₹250 ↓62%

₹25

Meta CPL

Was ₹75 ↓67%

4%

Google Conv Rate

Was 1% ↑4x

2%

Meta Conv Rate

Was 0.6% ↑3x

4.2x

D2C ROAS (avg)

Google PMax

₹150

Emunch CPP

Was ₹380 ↓61%

Google vs Meta — Side-by-Side Results

G GOOGLE ADS

Search · Performance Max · Shopping · RLSA

Cost Per Lead (B2B)

~~₹250~~ → ₹95

↓ 62%

Conversion Rate

~~1%~~ → 4%

↑ 4x

Quality Score

~~4/10~~ → 8.5

↑ 112%

CPP D2C (Emunch)

~~₹380~~ → ₹150

↓ 61%

f META ADS

Facebook · Instagram · Lead Gen · DPA · Retargeting

Cost Per Lead (B2B)

~~₹75~~ → ₹25

↓ 67%

Conversion Rate

~~0.6%~~ → 2%

↑ 3x

CPP D2C (avg)

~~₹320~~ → ₹210

↓ 34%

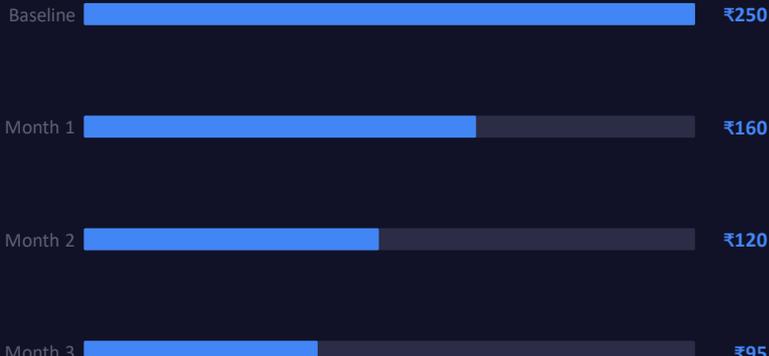
Monthly Spend

₹2.8L

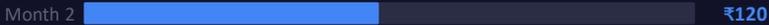
Tracked

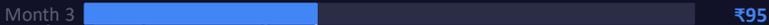
CPL ₹250 → ₹95 | Conv Rate 1% → 4%

CPL Reduction Journey — Google B2B

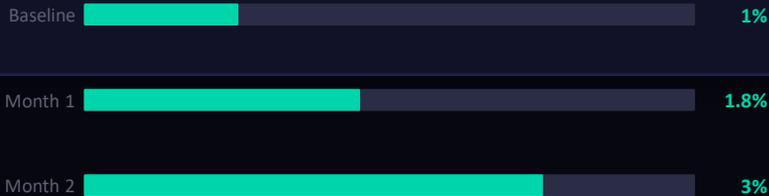
Baseline  ₹250

Month 1  ₹160

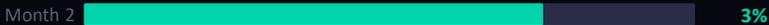
Month 2  ₹120

Month 3  ₹95

Conversion Rate Journey — Google

Baseline  1%

Month 1  1.8%

Month 2  3%

What Drove the Results

🔍 SKAG Structure

Rebuilt all campaigns from broad-match to Single Keyword Ad Groups. Eliminated keyword cannibalisation. CPC dropped 40%.

🚫 200+ Negatives

Built comprehensive negative keyword lists removing B2C intent (birthday, personal, return gift). Wasted spend cut by 55%.

📊 QS 4 → 8.5

Relevance improvements raised Quality Score. Lower CPC + better Ad Rank = ₹95 CPL on same budget.

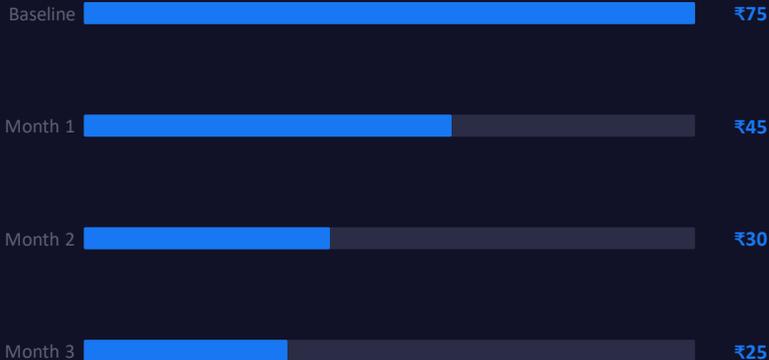
🔄 RLSA Layers

Bid multipliers for returning visitors (+40%), past leads (+60%). Retargeting CPL 73% below cold traffic.

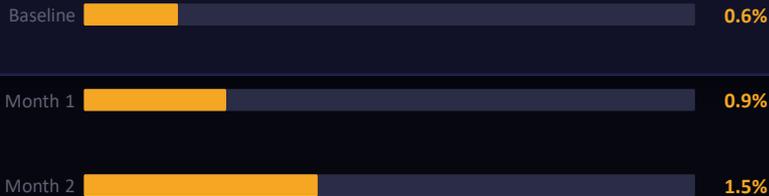
🎯 Conv 1% → 4%

CPL ₹75 → ₹25 | Conv Rate 0.6% → 2%

CPL Reduction Journey — Meta B2B



Conversion Rate Journey — Meta



What Drove the Results

📄 Instant Lead Forms

Switched from landing page to Meta Instant Forms. Fields cut from 8 → 4. WhatsApp opt-in added. Completion time 45s → 12s.

🎯 Job-Title Targeting

Replaced interests with HR Managers + Procurement + Founders layering. Excluded B2C job categories entirely.

👤 1% LAL from CRM

Uploaded 500+ past B2B client list. Created 1% Lookalike for prospecting. Lead quality improved significantly.

🔄 3-Step Retargeting

Awareness video → Product carousel → WhatsApp CTA offer. 7/14/30-day audience segments. Retargeting CPL 65% below cold.

📱 Conv 0.6% → 2%

4 Campaigns · India · Metro Cities · Google + Meta

Campaign	Budget/Mo	Google CPL	Meta CPL	Google Conv	Meta Conv	Status
 Employee Welcome Kits India · Metro Cities	₹1,20,000	₹95 Was ₹250 ↓62%	₹25 Was ₹75 ↓67%	4% Was 1% ↑4x	2% Was 0.6% ↑3x	Always-On
 Corporate Diwali Gifts India · Metro Cities	₹1,50,000	₹95 Was ₹250 ↓62%	₹25 Was ₹75 ↓67%	4% Was 1% ↑4x	2% Was 0.6% ↑3x	Seasonal
 Corporate Christmas India · Metro Cities	₹1,20,000	₹95 Was ₹250 ↓62%	₹25 Was ₹75 ↓67%	4% Was 1% ↑4x	2% Was 0.6% ↑3x	Seasonal
 Women's Day Hampers India · Metro Cities	₹1,20,000	₹95 Was ₹250 ↓62%	₹25 Was ₹75 ↓67%	4% Was 1% ↑4x	2% Was 0.6% ↑3x	Seasonal

B2B Summary | All 4 campaigns: Google CPL ₹95 (↓62%) · Meta CPL ₹25 (↓67%) · Google Conv 4% · Meta Conv 2% · India targeting only

8 Products · India · ROAS 3.8x – 4.5x · CPP Reduced 27–61%

Product	Budget/Mo	Platforms	CPP Before	CPP After	Reduction	ROAS	Conv G/M
 Emunch Lunch Box	₹1,80,000	Meta+PMax	₹380	₹150	↓61%	4.5x	G:4% M:2%
 Aquaminder Bottle	₹1,20,000	Meta+Shopping	₹310	₹220	↓29%	4.2x	G:4% M:2%
 Copper Bottle	₹90,000	Meta+Shopping	₹280	₹200	↓29%	4.0x	G:4% M:2%
 XECH BT Speaker	₹90,000	Meta+PMax	₹295	₹210	↓29%	4.2x	G:4% M:2%
 Mini Blender	₹90,000	Meta+Shopping	₹270	₹195	↓28%	4.0x	G:4% M:2%
 Galaxy Night Projector	₹90,000	Meta+PMax	₹310	₹225	↓27%	3.8x	G:4% M:2%
 E Gate Projector 117	₹1,35,000	Meta+Shopping	₹340	₹245	↓28%	4.3x	G:4% M:2%
 Wooden Platter Set	₹1,50,000	Meta+PMax	₹360	₹255	↓29%	4.5x	G:4% M:2%

From ₹250 CPL to ₹95 in 90 Days

0

Month 0 — Audit

Baseline Benchmarking

- Broad-match keywords draining budget, no negatives
- Single ad group per campaign, 8-field lead forms
- No retargeting sequences in place

G CPL ₹250 · Conv 1%

f CPL ₹75 · Conv 0.6%

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Month 1 — Rebuild

Structure & Audience Overhaul

- Google: SKAG structure + 200 negatives deployed
- Meta: Job-title targeting + 1% LAL from CRM uploaded
- Retargeting launched on both platforms

G CPL ₹160 · Conv 1.8%

f CPL ₹45 · Conv 0.9%

2

Month 2 — Testing

Creative & Landing Page Optimisation

- 4-variant headline A/B tests — winning ads scaled
- WhatsApp CTA replaced form — bounce ↓35%
- PMax learning period complete, tROAS activated

G CPL ₹120 · Conv 3%

f CPL ₹30 · Conv 1.5%

3

Month 3 — Peak

Targets Hit & Scaled

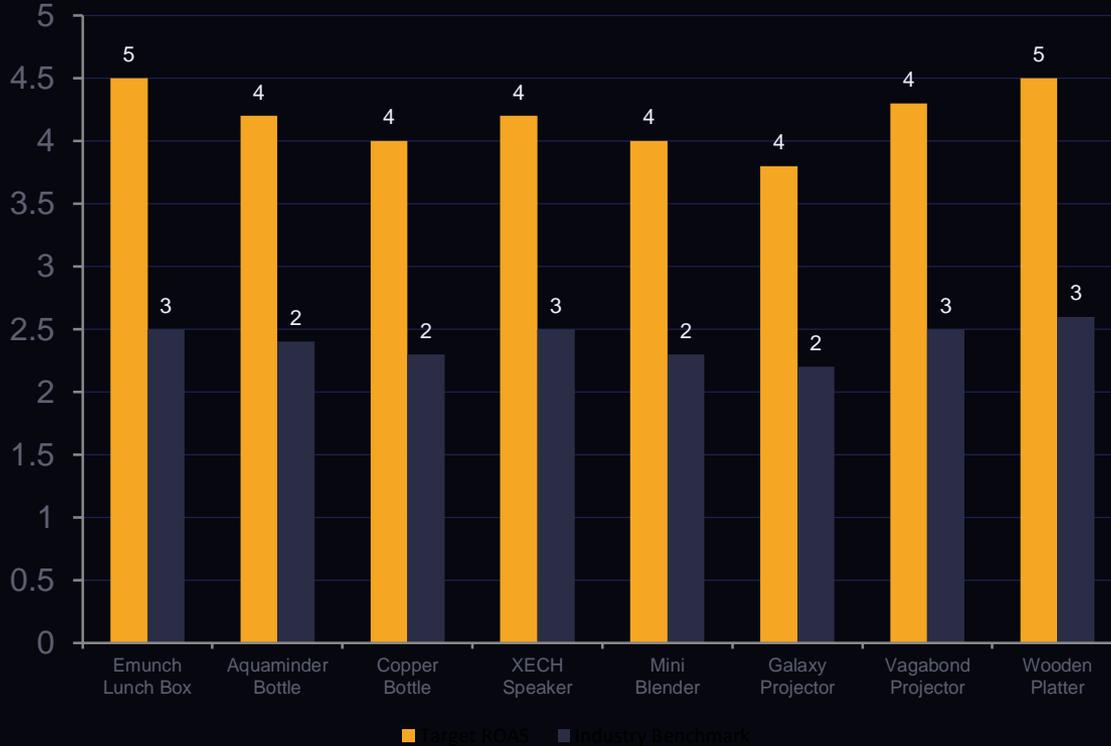
- Emunch CPP slashed from ₹380 to ₹150 (↓61%)
- D2C ROAS averaged 4.2x across all products
- Seasonal budgets activated India-only, in-window only

G CPL ₹95 · Conv 4% ✓

f CPL ₹25 · Conv 2% ✓

Avg ROAS 4.2x | Emunch CPP ₹380 → ₹150 (↓61%)

ROAS vs Industry Benchmark



CPP Reduction Highlights

Emunch Lunch Box

₹380 → ₹150 ↓ 61%

Aquaminder Bottle

₹310 → ₹220 ↓ 29%

Wooden Platter Set

₹360 → ₹255 ↓ 29%

XECH BT Speaker

₹295 → ₹210 ↓ 29%

Mini Blender

₹270 → ₹195 ↓ 28%

What We Achieved for Artbox Solutions

B2B + D2C · Google Ads + Meta Ads · India · ₹5L/Month · 12 Campaigns · 2024–25

₹95

Google CPL

Was ₹250 · ↓62%

₹25

Meta CPL

Was ₹75 · ↓67%

4%

Google Conv Rate

Was 1% · ↑4x

2%

Meta Conv Rate

Was 0.6% · ↑3x

4.2x

D2C ROAS (avg)

Google PMax · India

₹150

Emunch CPP

Was ₹380 · ↓61%